

**CITY OF DEER PARK PARKS AND RECREATION DEPARTMENT**

**REQUEST FOR STATEMENTS OF QUALIFICATIONS  
PARKS AND OPEN SPACE MASTER PLAN**

**September 2011**

Purpose: The City of Deer Park requests Statements of Qualifications from experienced consulting firms to develop a Parks, Recreation and Open Space Master Plan for the Deer Park, Texas.

Submission Instructions: The City of Deer Park will receive written qualification statements at the following address:

Sandra Watkins, TRMC, CMC  
City Secretary  
City of Deer Park  
P.O. Box 700  
Deer Park, Texas 77536

Mark the outside of the sealed envelope with your return address and the following: "Request for Qualifications – City of Deer Park Parks, Recreation and Open Space Master Plan"

Six (6) copies of the Statement of Qualifications; the original, four (4) exact copies and a digital PDF copy of the proposal (total of 6), must be submitted by **2:00 p.m. on October 26, 2011.** Late submissions received after the deadline will not be accepted and will be returned unopened.

Inquiries

All questions and/or clarifications can be directed to:

Scott Swigert, Director  
Parks and Recreation Department  
City of Deer Park  
P.O. Box 700  
Deer Park, Texas 77536

[sswigert@deerparktx.org](mailto:sswigert@deerparktx.org)

(281) 478-2050

**Description of Project**

The City of Deer Park, Texas is seeking to identify consultants to provide professional Master Planning Services to develop a comprehensive Parks, Recreation and Open Space Master plan for the entire City.

### **Minimum Qualifications**

The selected consultant shall possess the following:

1. Considerable experience in master planning for parks, opens space, and trail systems.
2. Experience with municipalities of similar size and character.
3. Experience with projects of similar size and complexity.
4. Ability to facilitate public involvement and report and document outcome of meetings.
5. Experience with identifying funding opportunities, partnerships and other resources to obtain land and construct facilities, maintain facilities, programs and services which are identified in a master plan.

### **Submittal Format**

Response to this RFQ should be limited to 8 ½"x11" page size, with some 11"x17" size sheets allowed if needed (single-sided only), and formatted in order to simplify evaluation. Section dividers do not count in the page limitations. Minimum font type or font size on graphics and charts shall be 10 point; type size for text shall be 12 point. Each section shall be clearly identified and tabbed.

#### **A. Firm Information**

1. Executive Summary to include name, address, emails, website and telephone number of the firm submitting the proposal, background of the firm; type of entity and where it is organized; a summary of the firm's interest in this service; and the name of one or more individuals authorized to represent the consultant in its dealings on a contractual basis (4 pages maximum).
2. References – names, emails, websites and telephone numbers of three (5) persons whom the City can call for references regarding the firm's past performance with similar scope of services. References shall not be from the same project. Minimum of three (3) local municipal references required (3 pages maximum).
3. A narrative or other statement specifying how the firm meets the minimum qualifications listed above (3 pages maximum).
4. Capabilities list – at least three (3) but no more than six (6) projects completed by the firm within the last five years. (4 pages maximum)
5. Names and qualifications of principals of the firm who will participate and their individual responsibilities. An organizational chart shall also be included and resumes of key personnel including a description of their periods of service with the firm (3 pages maximum – excluding resumes).

#### **B. Project Information**

1. A summary statement identifying your understanding of the Project and Scope of Work desired and the manner in which coordination and the exchange of information will be assured between all parties (1 page maximum).
2. A narrative outline describing the approach and/or methodology to be taken by your firm to represent the interests of the City, including, without limitation, a statement describing the availability of key personnel of the firm to undertake the scope of work described herein and time schedule to complete the services (5 page maximum).

- C. The following additional information must be included:
1. Insurance certificate containing Commercial General Liability, Automobile Liability, Workers Compensation and Professional Liability insurance coverage.
  2. Evidence of Professional registration in Texas.

**Scope of Services**

The services and deliverables to be provided by the consultant in this effort include:

**Phase I - Inventory and Supply Analysis**

- A. Inventory and Supply Analysis
1. Using maps, GPS and other data provide an inventory of existing City owned Park, Recreation and Open Space facilities and properties.
  2. Provide a generalized condition assessment of existing indoor and outdoor recreation facilities, including appearance, maintenance concerns, functional limitations and handicap accessibility.
  3. Using maps, GPS and other data provide an inventory of existing non-City owned Park, Recreation and Open Space facilities and properties within the City Limits of Deer Park.
  4. Using maps, GPS and other data provide an inventory of existing non-City owned properties that may be considered for acquisition and use by the City Limits of Deer Park.
  5. Using maps, GPS and other data identify any wildlife habitat or other natural resource features within the City.
  6. Using maps, GPS and other data identify historically and culturally significant sites and landmarks within the City.
  7. Meet with representatives from existing indoor and outdoor recreation organizations within the City to document existing and proposed participation levels.
  8. Review existing City of Deer Park ordinances and policies pertaining to development, zoning and flood plain management for relevance to parks and recreation facilities and services within the City.
  9. Provide a written summary of the Inventory and Supply Analysis, including photographs, tables, maps and GPS to document findings.
  10. Identify potential future uses of undeveloped land.
- B. Population and Standards Analysis
1. Using current data available from the City of Deer Park, the Economic Alliance Houston Port Region and the Houston Galveston Area Council and any other resource available to provide a current projection of the City's demographic composition.
  2. Using current data available from the City of Deer Park, the Economic Alliance Houston Port Region and the Houston Galveston Area Council and any other resource available provide a ten (10) year projection of the City's demographic composition.
  3. Identify trends in aging, ethnicity and school age population.
  4. Identify current and projected populations which live at or below the poverty level as defined by the US Department of Housing and Urban Development.
  5. Using National Parks and Recreation Association recommendations compare current and projected populations in comparison to existing public and private parks and recreation facilities within Deer Park.

6. Provide a written summary of the Population and Standards Analysis, including charts, tables and maps to document findings.
- C. Demand Analysis
1. Solicit public participation from Deer Park residents to obtain comment and recommendations. Provide recommendations and options for gathering public input to include but not limited to Public meetings, focus groups, mail-out surveys, telephone surveys, website surveys or other methods which may be considered by the consultant.
  2. Conduct Public Participation process to obtain data that details the recreation oriented needs and preferences of Deer Park residents.
  3. Summarize the responses from Deer Park residents.
  4. Solicit and gather comments and recommendations from the City Council, Recreation Commission, City Administration and key Departmental Staff.
  5. Provide a written summary of the Demand Analysis, including charts, tables and maps to document findings.
- D. Prioritization of Needs
1. Conduct a prioritization process that incorporates the results from the Inventory and Supply Analysis, the Population Standards Analysis and the Demands Analysis.
  2. Provide a written narrative that summarizes the results of the Needs Analysis and Prioritization and the processes that were followed to determine the recommended Priorities.
  3. Obtain approval of the resulting Priorities from the City of Deer Park staff, Recreation Commission and City Council.

## **Phase II - Master Planning**

- A. Ten Year Action Plan
1. Develop recommendations for the following:
    - a) Park and Open Space Land Acquisition
    - b) Indoor and Outdoor Recreation Programming Changes or Additions
    - c) Improvements to Indoor and Outdoor Recreation Facilities
    - d) New Facilities for Indoor and Outdoor Recreation
    - e) Opportunities for natural resource/habitat based recreation
    - f) Opportunities for historical/cultural resource based recreation
    - g) Participation/Joint Use with Other Public Agencies
    - h) Participation/Joint Use with Private Recreation Providers
    - i) Provide recommendations for new ordinances or policies to facilitate implementation of Master Plan Recommendations.
  2. Provide a written narrative that summarizes the Master Plan Recommendations using charts, tables and maps.
  3. Obtain input and comment from City of Deer Park staff, recreation stakeholders, Recreation Commission and City Council at the 50% Completion and 95% Completion milestones.
- B. Budget and Expenditure Plan
1. Prepare budget recommendations for new construction and improvements to existing facilities.

2. Identify funding sources, including public and private partnerships with other agencies and recreation providers.
  3. Prepare an expenditure forecast for the ten (10) year planning horizon.
  4. Provide a written narrative that summarizes the Master Plan Recommendations using charts, tables and maps.
  5. Obtain input and comment from City of Deer Park staff, recreation stakeholders, Recreation Commission and City Council at the 50% Completion and 95% Completion milestones.
- C. Finalize Parks and Recreation Master Plan
1. Incorporate review comments and input into the Ten Year Action Plan and Expenditure Plan.
  2. Finalize the written narrative and support documentation to reflect revisions.

### **Phase III - Adoption and Approvals**

- A. Secure adoption of the Parks, Recreation and Open Space Master Plan by the City of Deer Park:
  1. Recreation Commission
  2. City Council
- B. Secure approval of the Parks, Recreation and Open Space Master Plan from Texas Parks and Wildlife Department (TPWD) as being in compliance with TPWD requirements for indoor, outdoor, and trail grant eligibility.
- C. The Parks and Recreation Master Plan will be considered complete and final upon receipt by the City of written approval from TPWD.

### **Selection Criteria**

The Request for Qualifications will be evaluated using a point system (100) on the following categories. The highest scoring firms will be short listed and may be asked to interview and present to the Review Committee.

- A. Firm Qualifications (35)
  1. Background of the firm (10)
  2. References and government project examples (10)
  3. Availability and dedication to project (5)
  4. Clarity and brevity of the response and requested information included and thoroughness of response to the requirements (10)
- B. Project Qualifications (65)
  1. Qualifications of key personnel adequate for Project and Scope of Work (15)
  2. Verifiable relevant experience for Project and Scope of Work (20)
  3. Understanding of the Project Description and Scope of Work (10)
  4. Creativity and thoroughness of proposed approach and/or methodology to providing service according to Project Description and Scope of Work (20)

It is understood that the City reserves the right to accept or reject any and/or all responses to this RFQ as it shall deem to be in the best interest of the City.